

Appl. No. 10/016,380  
Amdt. Dated July 9, 2005  
Reply to Office Action of May 31, 2004

## AMENDMENTS TO THE CLAIMS

The Applicants have cancelled Claims 1-20 and herein submit substitute Claims  
5 21-37. This listing of claims will replace all prior versions, and listings, of claims in  
the application:

### Listing of Claims:

10 Claim 1 (cancelled).

Claim 2 (cancelled).

Claim 3 (cancelled).

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Claim 4 (cancelled).

Claim 5 (cancelled).

20 Claim 6 (cancelled).

Claim 7 (cancelled).

Claim 8 (cancelled).

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Claim 9 (cancelled).

Claim 10 (cancelled).

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Claim 11 (cancelled).

Claim 12 (cancelled).

5 Claim 13 (cancelled).

Claim 14 (cancelled).

10 Claim 15 (cancelled).

Claim 16 (cancelled).

Claim 17 (cancelled).

15 Claim 18 (cancelled).

Claim 19 (cancelled).

20 Claim 20 (cancelled).

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Claim 21 (new) A broadcast-signal source identification method, comprising, in combination,

- (a) receiving calls from one or more telephones;
- (b) digitizing all or part of the audio-frequency content of said received  
5 telephone calls;
- (c) receiving broadcast signals from one or more known sources at substantially the same time as the received telephone calls;
- (d) digitizing all or part of the audio-frequency content of said received broadcast signals;
- 10 (e) comparing the digitized contents of the received telephone calls to the digitized contents of the received broadcast signals to determine the degree of match between the received telephone calls and the received broadcast signals;
- (f) sensing the presence of broadcast signals in said received telephone  
15 calls based on said degree of match;
- (g) recognizing the source of matching broadcast signals based on the identities of the known broadcast sources.

Claim 22 (new) The broadcast-signal identification method of claim 21 wherein at  
20 least one of the telephones is a mobile telephone.

Claim 23 (new) The broadcast-signal identification method of claim 21 wherein a received broadcast signal is a radio broadcast.

25 Claim 24 (new) The broadcast-signal identification method of claim 21 wherein a received broadcast signal is the audio portion of a television broadcast.

Claim 25 (new) The broadcast-signal identification method of claim 21 wherein a received broadcast signal is a broadcast from a satellite.

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Claim 26 (new) The broadcast-signal identification method of claim 21 wherein the method for comparing said content of said received telephone calls to said content of said received broadcast signals is a statistical signal analysis method.

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Claim 27 (new) The statistical matching means of claim 26 wherein said signal analysis method is cross-correlation analysis.

Claim 28 (new) The cross-correlation analysis of claim 27 wherein said cross-correlation analysis is performed at positive and negative relative time lags.

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Claim 29 (new) The statistical matching method of claim 26 wherein said signal analysis method is co-spectral analysis.

Claim 30 (new) The broadcast-signal identification method of claim 21 wherein the content of the received broadcast signal contains an incidental encoded, injected or embedded survey signal.

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Claim 31 (new) The broadcast-signal identification method of claim 21 further including associating data related to the identity of a calling telephone.

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Claim 32 (new) An apparatus for identifying the source of a broadcast signal, comprising in combination,

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- (a) means for receiving one or more incoming telephone calls;
- (b) means for digitizing all or part of the audio-frequency contents of said incoming telephone calls;
- (c) receivers for one or more broadcast signals;

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- (d) means for digitizing substantially at the same time as said received telephone calls all or part of the audio-frequency output signals from said broadcast receivers;
- 5 (e) processing means for matching said digitized audio contents of one or more said incoming telephone calls with one or more said digitized audio-frequency output signals of said broadcast receivers;
- (f) automated decision means for identifying the source of broadcast signals based on the degree of said matching.
- 10 Claim 33 (new) The apparatus of claim 32 further including automated means for reporting said identification decisions on the sources of broadcast signals.
- Claim 34 (new) The apparatus of claim 33 further including automated means for generating a listenership report.
- 15 Claim 35 (new) The broadcast-signal source identification apparatus of claim 32 wherein the broadcast source selection decisions are associated with demographic information related to the identities of callers making the incoming telephone calls.
- 20 Claim 36 (new) The broadcast-signal source identification apparatus of claim 35 wherein a demographics database is generated by inducing callers to provide demographic information in return for a service.
- 25 Claim 37 (new) The broadcast-signal source identification apparatus of claim 36 wherein said service is traffic information.